

**CITY OF BAINBRIDGE ISLAND
2018 LODGING/TOURISM FUND PROPOSAL
COVER SHEET**

Project Name:

_____ Lodging & Tourism Marketing Support _____

Name of Applicant Organization: Visit Kitsap Peninsula

_ Applicant Organization IRS Chapter 501(c)(3) or 501(c)(6) Status and Tax ID Number:
501(c)(6) - Federal Tax ID: 91-1146544

Date of Incorporation as a Washington State Corporation and UBI Number:
January 1983, UBI# #601-135-703

Primary Contact: Patricia Graf-Hoke, Director,

Mailing Address: 9230 Bayshore Dr. NW, Suite 101, Silverdale, WA 98383

Email(s): grafhoke@visitkitsap.com, office@visitkitsap.com ____

Day phone: _360-908-0088_____ Cell phone: ____360-908-0088_____

Please indicate the type of project described in your proposal:

v	Project Type
<input checked="" type="checkbox"/>	Tourism marketing
<input type="checkbox"/>	Marketing and operations of special events and festivals designed to attract tourists
<input type="checkbox"/>	Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization*
<input type="checkbox"/>	Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality or a public facilities district*

*If the proposal requests funds for a tourism-related facility, please indicate the legal owner of that facility:

LODGING/TOURISM FUND APPLICATION

Applicant Information

Please respond to each of these questions in the order listed. If the proposal includes multiple partners, please include the requested information for each organization.

1. *Describe the applicant organization's mission, history, and areas of expertise. Describe the applicant's experience in tourism promotion on Bainbridge Island and its demonstrated ability to complete the proposed project.*

Visit Kitsap Peninsula (VKP) was established in 1983 and is recognized by WA State as the official Destination Marketing Organization (DMO) responsible for representing Kitsap County/Kitsap Peninsula Region. Tourism is an established economic development sector recognized by Washington State Dept. of Commerce, Puget Sound Regional Council, Kitsap Economic Development Alliance (KEDA) and is included in Kitsap County's 2036 Comprehensive Plan. As a 501(c)(6) entity, the VKP cannot solicit or accept tax deductible, charitable contributions and relies on allocation of lodging tax funds for about 80% of its base annual income.

The primary mission of the VKP is to use lodging tax funds and other financial contributions to provide marketing programs that directly support lodging establishments and other tourism stakeholders in the three commissioner districts in Kitsap County and the region in general.

The VKP believes what is good for the environment, is good for the economy and has embraced that philosophy as part of its long-term marketing and branding strategy. The VKP is dedicated to fostering the value of long-term stewardship of public lands that benefit residents and visitors. It is the only DMO that is a member of the WA Wildlife & Recreation Coalition Board of Directors that works to secure funds for RCO projects that benefit Bainbridge Island and other communities throughout Kitsap County and WA state.

In 2009, the VKP initiated the branding campaign, "the Natural Side of Puget Sound", to create a point of difference with other tourism marketing organizations in the region. Based on the explosive growth occurring in the Seattle and surrounding Puget Sound region, it is a position...and promise... that is particularly relevant today. Bainbridge Island's open spaces, farmlands, estate wineries, gardens and public parks are featured in VKP visitor information materials as noted in the Project Information section and samples in the addendum. We believe that the marketing strategy used by the VKP supports Bainbridge Islands tourism goals and vision.

Alternate question for event or facility funding:

Describe the event or facility proposed including its purpose, history, and budget. Include past attendance history if applicable, and estimate the number of tourists drawn to the event or facility/year. Please estimate total attendance and the number of tourists estimated to attend for 2018. How has the activity been promoted in the past (if applicable) and what promotion is planned for 2018?

2. *If appropriate, please identify the project partner(s) and briefly describe the involvement of each. Please note that the maximum award of \$125,000 will apply to any single project, even if proposed by a team of partners.*

3. *If appropriate, please list each project and amount of funding awarded and utilized from the Lodging Tax (Civic Improvement) Fund within the last five years (2013-2017).*

- In 2012, the City of Bainbridge Island approved an allocation of \$8K in lodging tax funds for the VKP to contribute to long-term, region-wide tourism marketing programs that included Bainbridge Island. The VKP did apply for funds in 2013 and 2014 but was not awarded any funds. This is the VKP's first application since that time. However, though the VKP has not received lodging tax funds from the City of Bainbridge Island for five years, it has in good faith, and in the best interest of visitors, event planners, regional partners and residents, continued to include the City of Bainbridge Island in Kitsap County's tourism marketing programs.

4. *If any previous projects by the applicant were funded through the Lodging Tax (Civic Improvement) Fund and were not completed and/or if reports were not submitted to the City as requested, please explain: N/A*

LODGING/TOURISM FUND APPLICATION

Project Information

1. *Describe the proposed project.*

*a. **Scope:** Identify the Project's main objectives and how each will be achieved. Be as specific as possible about the proposed services, measurable impacts, distribution method, and costs.*

The VKP provides year-round professional level marketing, advertising, PR, digital media, distribution of materials and promotional support primarily to attract visitors for one or more nights. While VKP marketing programs are extremely effective in attracting day visitors, it appreciates there are other Bainbridge Island organizations that also target day visitors. To compliment those efforts, the VKP primary sales strategy is to target visitors most likely to choose to travel from out of the area to Bainbridge Island/Kitsap for one or more nights, and for vacations. VKP launched a new marketing program in 2017 that encourages employees working in Seattle/Puget Sound to come to Kitsap to use unused vacation days (see addendum for related article). Research indicates that visitors who stay multiple nights spend more time and money on shopping, dining and other activities. Using a wide-range of marketing programs, the VKP has the ability to easily share information about Bainbridge Island with regional and US and international prospects.

Our goal is to provide Bainbridge Island with useful, affordable and effective marketing tools that compliment, versus duplicate or compete with current and future marketing programs employed by other BI organizations.

The VKP distributes information about Bainbridge Island via a wide-range of marketing vehicles that include, but are not limited to: the very popular VKP Visitor Guide & Bike Map (the only one like it produced in the county), the KP National Water Trails Map, new region-wide visitor info cards/guides for Gardens & Nurseries, Museums, Farmer's Markets, Galleries, Kitsap Loves Kids, etc. (see addendum for samples). Bainbridge Island has a dedicated page on the VKP website at: <https://www.visitkitsap.com/bainbridge-island> that list key attractions and visitor information resources. Attractions, businesses, lodging information, events and activities are included in dozens of other sections and pages throughout the VKP website at www.VisitKitsap.com; Agritourism, Arts & Culture, Places to Stay, Places to Go, Things To Do, Parks & Nature, Outdoor Recreation, and many more.

Bainbridge is featured in VKP blog posts, eNewsletters, the VKP International website and Kitsap Peninsula National Water Trails website and new interactive map funded by Kitsap County. The VKP includes information about Bainbridge Island in the visitor packets (\$3 each it mails in response to the 150-200 requests it receives monthly from prospective visitors located around the USA and the world. Information about Bainbridge Island is included in packets the VKP distributes to travel agencies, editors, freelance writers, planners and others seeking information about Bainbridge Island and the region. It has worked with Sunset Magazine, Alaska Airlines, NW Travel and other publication to provide information about Bainbridge Island and fact check articles.

To avoid competition with Chambers of Commerce and other business organization that rely on membership and monthly luncheon fees, the VKP does not charge any fees for access to the VKP website, advertisements or other day-to-day marketing services. The majority of marketing costs are covered by lodging tax funds from Kitsap County and other Kitsap cities.

b. Budget: Include a detailed budget for the proposed project itemizing expenses and income. Include the amount requested from the Lodging Tax Fund and identify other sources of funding anticipated or obtained, including matching funds, as well as any in-kind contributions necessary to complete the project.

The VKP is requesting \$18,000 or \$1,500 per month from the City of Bainbridge Island for 2018.

Since 2013, the VKP estimates it has provided the City of Bainbridge Island with \$80K - plus in in-kind marketing and services. The \$18,000 would be a helpful contribution that would help to cover a small portion of the overall \$375,000 budget used to fund a basic regional marketing programs that provides economic benefits to Bainbridge Island and other communities, lodging establishments, attractions, businesses and events throughout Kitsap.

c. ***Schedule:*** Provide a project timeline that identifies major milestones.

The VKP provides the City of Bainbridge Island with marketing services, representation and visitor access to information about Bainbridge Island 24/7, year-round. The VKP works with BI partners to identify events, packages, programs and activities for year-round promotion, especially during the shoulder seasons. BI stakeholders have free, 24/7 access to post their tourism related events on the VKP Calendar, many of which are posted on VKP Facebook with 7500 fans, Blog posts, and in bi-monthly eNewsletter to 13,000 subscribers. Again, all at no charge. Bainbridge Island stakeholders are among the most active users of the VKP Calendar.

If applicable, please describe the project's scalability. How would the project scope and budget be adjusted should the full amount of the LTAC funding request not be awarded? Please provide specifics.

The mission of the VKP is to ensure prospects and visitors have the best experience possible. We want them to return and refer us to their family and friends...a major sales channel. We are dedicated to providing easy access to timely, accurate information about attractions, events, lodging, amenities and services available in Kitsap County-Kitsap Peninsula region, regardless of who does or does not contribute funds. The funding request of \$18K is applied toward providing the basic services the VKP has provided the City of Bainbridge Island for the past five years without compensation. With compensation, it would have funds to apply towards printing and wider distribution of VKP Visitor Guides, KP National Water Trails Guide, inclusion of Bainbridge Island in paid media, and funds to cover staff and expenses for FAM tour with international prospects.

2. Provide a brief narrative statement to address each of the stated selection criteria. Describe outcomes anticipated from each criterion, as well as the overall project. a. *Expected impact on increased tourism in 2018. Please provide specific estimates of how the project will impact the number of people traveling fifty miles or more to Bainbridge Island for the activity, or who will travel from another country or state outside of Washington State to attend the activity. If appropriate, compare/contrast this impact to the actual or estimated number of tourists at your event/facility in 2016 and estimates for 2017.*

b. Expected impact on or increase in overnight stays on the island. Please include actual or estimated numbers of tourists who will stay overnight in paid accommodations in Bainbridge Island lodging establishments in 2018 as a result of the proposed activities. Please include the basis for any estimates.

The VKP does not directly book reservations so it is unable to secure the data requested. The marketing produced by the VKP includes URLs/phone/email info to allow visitors to make direct contact with lodging organization and/or lodging establishment. However, the VKP website does attract 60K plus visitors a month. A Google search for "Bainbridge Island" ranks VisitKitsap.com/bainbridge-Island #12 out of 6,200,000 results.

c. Projected economic impact on Bainbridge Island businesses, facilities, events, and amenities, including sales of overnight lodging, meals, tours, gifts, and souvenirs (helpful data may be found on the Washington State Department of Commerce website).

The VKP believes the consistent, reliable marketing services, programs and support it provides to the City of Bainbridge Island directly contributes to the city's economic success and its overall all image as an environmentally friendly destination for visitors and events. The VKP's marketing focus on nature based activities, agriculture, arts and culture definitely supports Bainbridge Islands tourism image and goals.

d. The project's potential to draw visitors to the Island and increase overnight stays during the off-season, i.e., October 1 until Memorial Day.

The VKP promotes Bainbridge Island events year-round including those scheduled during the shoulder season. As part of its partnership with the Port of Seattle International Tourism Office, the VKP conducts FAM tours of Bainbridge Island during spring and summer months for UK travel agencies, international editors and other Port clients. The VKP pays staff to organize/host the tours and direct expenses for meals. Due to a schedule conflict, the FAM tour in July was graciously conducted and hosted by BILA.

e. The applicant's demonstrated history of organizational and project success.

The VKP marketing efforts have helped to increase Kitsap County/Cities retail sales for "Accommodations" by 36% or nearly \$10 million dollars since 2012. (see attached report for WA. Dept. Revenue). In 2015, the VKP, working in partnership with Kitsap County, helped to establish WA State's first National Water Trail as designated by the U.S. Depart. of Interior and the National Parks Service. In 2016, the VKP received a grant from the Port of Seattle to create an International Visitor Information portals which includes a page for Japanese visitors that features BI museums and attractions. <https://www.visitkitsapinternational.com/ja/>.

f. Describe any partnerships with other organizations and businesses in the proposed project – including efforts to minimize duplication of services where appropriate and encourage cooperative marketing.

The VKP partners with the **Bainbridge Island Lodging Association (BILA)** specifically to attract overnight and multi-day/night visitors and to attract day visitors likely to return for one or more night stays. A mention about BILA and link to BILA's website is included in the VKP Visitor Guide, other marketing materials and the VKP website. The VKP allocated \$5K for paid and in-kind marketing support to BILA in 2017 and will do so again in 2018.

In January 2017, BILA coordinator, Kelly Gurza, was elected to be member of the VKP Board of Directors. Kelly acts as the VKP's liaison with Bainbridge Island hoteliers, merchants and other tourism stakeholders. Most recently, the VKP invited BILA to co-host FAM tours the VKP conducts for the Port of Seattle International Tourism Office for its UK travel clients. On September 11, the VKP invited BILA to participate in a private event at the Seattle Art Museum hosted by the Port of Seattle. We are part of a small, select group of WA state organizations chosen to make one-on-one presentations to representatives from some of the largest travel and cruise agencies in the UK.

The VKP also partners with the **Bainbridge Island Wine Alliance** to promote its scheduled and non-scheduled wine tours to encourage both day and overnight stays at lodging establishments on Bainbridge Island and throughout the Kitsap Peninsula region. The VKP also provides direct support to local BI wineries. The VKP is provide the BIWA with \$1500 in paid and in-kind marketing support for 2018.

While not a formal partnership, the VKP does **respond to requests** from the City of Bainbridge Island, Bainbridge Island Chamber of Commerce and other organizations *for copies of the VKP Visitor Guide & Bike Map, KP National Water Trail Guide, and other promotional materials* that feature the City of Bainbridge Island, parks and attractions which the VKP provides at no charge. This includes free access to the VKP Calendar of Events

The VKP provides free marketing support to Bloedel Reserve, Bainbridge Island Museum of Art, Islandwood, BI Studio Tours, Quilt Show, BI Farmer's Market, and many other events that attract day and overnight visitors.

g. Describe the degree to which the project goals and/or results can be objectively assessed.

The VKP is able to offer tangible, visible proof that it does provide a wide-range of marketing services that directly support the City of Bainbridge Island and other tourism stakeholders. We have received emails from organizations and businesses expressing appreciation for the VKP's support.

h. Describe the degree to which the project will leverage award funds with additional matching funds or donated in-kind goods or services.

The VKP combines funds from Kitsap County, Kitsap cities and other donors to implement a wide-range of marketing programs. Bainbridge Island and BILA are featured in media and sales materials that cost thousands of dollars for production, distribution and media. It is basically a form of "co-op marketing" where all stakeholders contribute funds to help cover a portion of the cost. Our hope is that after five years of quietly demonstrating its commitment to Bainbridge Island, that the City of Bainbridge Island will join with other Kitsap County/Kitsap Peninsula partners to share the costs and economic benefits generated by Kitsap's impressive tourism industry.

Thank you to the Bainbridge Island Lodging Tax Committee members for its time and consideration of this proposal submitted by Visit Kitsap Peninsula.

The VKP will provide the City of Bainbridge Island and its tourism stakeholders with 24/7, year round professional level marketing services and support. Partnering with the VKP on regional marketing efforts enables the City of Bainbridge Island to take advantage and leverage funds provided to the VKP from Kitsap County.

VKP Provides the City of Bainbridge Island and other Bainbridge Island tourism partners with affordable, reliable professional level marketing, public relations, Internet and other marketing services on a year round basis.

The VKP assumes responsibility for expenses and maintenance of a regional website that provides centralized access that provides local, regional, national and international marketing and global access to the Kitsap Peninsula and its communities. *Below is a list of basic, year-round services:*

- Identification of complimentary marketing strategies and activities to support efforts of BI tourism organizations.
- The City of Bainbridge Island is has a dedicated page on the VKP website under communities that includes unique content, photos and "Quick Links" to hoteliers tourism related attractions, local organizations offering tourism information. Includes the City Hall, businesses and lodging organizations and visitor information services.
- Promotion of Bainbridge Island's events, attractions and activities on VKP's popular website stings in the VKP *Calendar of Events, Things-To-Do, Golf, Boating, More, Transportation*, and on other pages and in other sections on the VKP website.
- Advertising and promotion of the City of Bainbridge Island, tourism partners, hotels and events on the VKP Facebook, Twitter, Pinterest, Instagram and other social marketing and mobile media/marketing programs.
- Promotional and some paid advertising support for major Bainbridge Island events and local organizations including the BI Farmer's Market, annual community events, studio tours, wine tastings and other events as identified by BI tourism stakeholders. Includes 200x100 advertisements on VKP website.
- Advertising/media/public relations services to promote City of Bainbridge Island and partner events in monthly VKP eNewsletters distributed to 13,000 online subscribers, mentions on social marketing sites and blogs.
- Featuring the City of Bainbridge Island in the 40-60k copies of the *VKP Visitor Guide & Bike-Recreation Map* distributed via Certified Folder on WA State Ferries and throughout visitor centers on the Kitsap & Olympic Peninsulas, at trade shows and events, and in visitor and travel writer packets. The bike map features routes on Bainbridge Island.
- Promotion of Bainbridge Island as a day and overnight destination for the arts, gardens, dining, shopping, craft beverages, agritourism, scenic drives and natural beauty.
- Promotion of Bainbridge Island as a day and overnight destination for outdoor recreation especially cycling, land and water trails. Inclusion of BI in paid media advertisements in regional travel and consumer publications and in the newly expanded Kitsap Peninsula National Water Trails map.
- Inclusion of the name Bainbridge Island on custom maps used in VKP advertisements, brochures, road and recreational maps, and other print and online materials that promote the Kitsap Peninsula region. This includes Seattle Magazine, NW Travel Magazine, Go-WA and Go-NW and other online marketing services.
- Inclusion of the name Bainbridge Island and local attractions on the new series of VKP Visitor Info Rack Cards for Museum, Farmer's Markets, Golf Courses, Art Galleries, Kitsap Loves Kids and others. (samples in addendum)
- Distribution of City of Bainbridge Island and tourism partner literature and information to event planners, as part of inquiry and relocation packets, trade shows and at thte Port of Seattle UK sales presentations.
- Act as a referral service for the City of Bainbridge Island and tourism stakeholders and provide information about Bainbridge Island lodging, attractions, businesses in response to in person, phone, email and Internet requests.
- Marketing the City of Bainbridge Island as a destination for corporate retreats, meetings, business and private events including weddings, family vacations, eco- adventures.
- Advertising and promotion of City of Bainbridge Island venues and event services in VKP online search feature and databases for Meetings, Reunions, Weddings, Retreats, Sports, Boating databases.

Projected 2017-2018 Income/Expense (per year request)

Projected Income

Primary Projected Income

· City of Bainbridge Island (Proposal submitted)	18,000**
· City of Bremerton (Confirmed by City Council)	\$40,000
· City of Poulsbo (Proposal submitted – not confirmed)	30,000
· City of Port Orchard (Proposal submitted – not confirmed)	12,000
· Kitsap County (Proposal submitted – not confirmed)	310,000
· City of Gig Harbor (Proposal to be submitted – not confirmed)	5,000
· Kitsap Public Facilities District (to be confirmed) – funds restricted to KFPD funded facilities)	24,000

Total · Primary Income *(projected) **\$439,000**

Secondary Projected Income

· Renewing-new Memberships (mid/larger businesses only)	*6,000
· Corporate Sponsors (estimated)	*18,000

Total · Secondary Income *(projected) **\$24,000**

Total Projected Income 2016

\$ 463,000

Projected Expenses

1) Social Media/Travel Articles/Blogs/PR – (research, writing, content, posting, distribution)	23,000
2) Paid Advertising (print, broadcast, online, digital, co-op media, direct marketing, etc.)	135,000
3) Graphic Design/Production/Printing (rack-cards, advertisements, flyers, art for events, website, etc.)	22,000
4) KP Visitor Guide & Recreation Map (Updating and Printing 60K-80K per year)	36,500
5) Local-Regional Trade Shows/Sponsorships (recreation, wedding/event, visitor, industry)	2,500
6) NEW Kitsap Peninsula National Water Trails – Expansion Project & Alliance Development research, design, production, printing, PR, distribution KPNWT guide, on-going maintenance/up-date of website, support for development of Alliance, marketing/promotion of water trail events)	35,000
7) Website Management – Contract (maintenance, tech and content support)	18,000
· Payroll & Staff Expense (requesting funds for 1 st additional full-time staff to total of 2 staff)	147,000
· Insurance/Medical	9,000
· Taxes/Payroll	25,500
· Rent/Utilities/Insurance	18,500
· Telephone/Internet/Wireless	4,500
· Equip Lease/Maintenance	7,000
· Professional Fees (legal/CPA/bookkeeper/tax reports)	6,500
· Annual Dues/Subscriptions (WTA, Seattle VCB, etc.)	2,500
· Bank Service Charge/Interest Expense (includes online merchant account)	2,000
· Office Supplies/Visitor Information Shipping	1,500
· Postage and Delivery	2,000

Total Projected Expenses 2018 (per year/maybe increased based on sales)

\$ 463,000

NOTE: The \$18,000 of lodging tax funds allocated by the City of Bainbridge Island will contribute about **3.89%**** of the total projected annual costs to provide year-round tourism marketing services and materials that feature Bainbridge Island. The majority of the funds are applied for services/program #1-7 in Projected Expenses.

NOTE: The budget will be adjusted as necessary based on final confirmation of lodging tax fund allocations. Reduction in fund request may result in trimming or elimination of some marketing programs.

VISIT KITSAP PENINSULA

Profit & Loss

January through December 2016
Jan - Dec 16

Ordinary Income/Expense	
Income	
Advertising Income	
Visitor Guides	7,200.00
Advertising Income - Other	2,450.00
Total Advertising Income	9,650.00
Direct Public Support	
Corporate Contributions	34,000.00
Total Direct Public Support	34,000.00
Primary Income	
City of Gig Harbor	4,950.00
City of Port Orchard	5,955.00
City of Poulsbo	20,833.30
Kitsap County	209,026.08
Primary Income - Other	21.00
Total Primary Income	240,785.38
Secondary Income/Members	
Annual Meeting	121.44
Community Sponsor	1,960.00
Corporate Funding	6,000.00
Renewing Membership	10,860.74
Secondary Income/Members - Other	3,133.33
Total Secondary Income/Members	22,075.51
Total Income	306,510.89
Gross Profit	306,510.89
Expense	
Bank Svc Chg/Interest Exp	
Merchant fee	535.78
Service Charge	618.03
Total Bank Svc Chg/Interest Exp	1,153.81
Community Sponsorship	7,713.16
Conference,convention, meetings	
Meetings	301.00
Trade Shows	3,524.85
Conference,convention, meetings - Other	60.00
Total Conference,convention, meetings	3,885.85
Dues/Subscriptions	5,322.13
Equipment	
Computer Maint/Upgrades	396.74
Postage Meter	832.03
Total Equipment	1,228.77
Fundraising Expenses	20.00
Insurance - Liability, D and O	1,325.42
Insurance Commercial	750.59
Licenses and Permits	46.00
Marketing	
Advertising	50,186.41
Co-Op Marketing	1,863.65
Production	28,374.88
Public/Press Relations	4,011.78
Radio	11,295.00
Research	3,000.00
VKP Visitor Website	55,770.82
Marketing - Other	3,543.00
Total Marketing	158,045.54

VISIT KITSAP PENINSULA

Profit & Loss

January through December 2016
Jan - Dec 16

Meals and Entertainment	3,420.00
Office/Supplies	
Office Supplies	2,233.87
Software	448.91
water	142.99
Office/Supplies - Other	476.35
Total Office/Supplies	3,302.12
Payroll Expenses	
direct deposit fee	45.00
Exec Dir	81,000.00
Federal Unemployment	42.00
Health Coverage Allowance	6,000.00
L&I	298.17
Medicare	1,305.00
Social Security	5,580.00
WA Unemployment	1,183.60
Payroll Expenses - Other	3,000.00
Total Payroll Expenses	98,453.77
Postage and Delivery	178.35
Professional Fees	
Accounting	3,980.00
Total Professional Fees	3,980.00
Rent	6,612.00
Repairs and Maintenance	365.20
Telephone	
Local/LD/Fax/800	2,411.12
Mobile	2,624.80
Telephone - Other	234.30
Total Telephone	5,270.22
Travel	
Ferry	83.80
Fuel	188.22
Lodging	1,033.47
Meals	177.29
Mileage reimbursement	3,119.08
parking	144.87
tolls	17.00
Transportation	246.50
Total Travel	5,010.23
Utilities	40.00
void check	0.00
Total Expense	306,123.16
Net Ordinary Income	387.73
Other Income/Expense	
Other Income	
cash over/short	1.01
Total Other Income	1.01
Other Expense	
Event Reimb Income/Expense	-195.71
Total Other Expense	-195.71
Net Other Income	196.72
Net Income	584.45

VISIT KITSAP PENINSULA - PROFIT LOSS

January 1 - September 21, 2017
Jan 1 - Sep 21, 17

Ordinary Income/Expense	
Income	
Advertising Income	
Visitor Guides	3,500.00
Total Advertising Income	3,500.00
Direct Public Support	
Corporate Contributions	21,222.50
Total Direct Public Support	21,222.50
Primary Income	
City of Gig Harbor	1,250.00
City of Port Orchard	3,112.50
City of Poulsbo	1,958.37
Kitsap County	17,416.66
Primary Income - Other	235,000.00
Total Primary Income	258,737.53
Secondary Income/Members	
Corporate Funding	6,000.00
Renewing Membership	7,142.00
Secondary Income/Members - Other	590.00
Total Secondary Income/Members	13,732.00
Total Income	297,192.03
Gross Profit	297,192.03
Expense	
Annual Meeting	500.00
Bank Svc Chg/Interest Exp	
Merchant fee	310.50
Service Charge	100.52
Total Bank Svc Chg/Interest Exp	411.02
Community Sponsorship	6,600.00
Conference,convention, meetings	
Meetings	435.17
Trade Shows	925.00
Conference,convention, meetings - Other	100.00
Total Conference,convention, meetings	1,460.17
Dues/Subscriptions	3,551.46
Equipment	
Camera Rental	250.00
Computer Maint/Upgrades	2,145.92
Office Furniture	2,465.19
Postage Meter	1,598.03
Total Equipment	6,459.14
Insurance - Liability, D and O	1,765.16
Insurance Commercial	415.80
Licenses and Permits	170.96
Marketing	
Advertising	48,456.34
Co-Op Marketing	5,199.70
Production	26,405.44
Public/Press Relations	2,134.71
Research	250.00
VKP Visitor Website	50,904.76
Marketing - Other	4,500.00
Total Marketing	137,850.95
Meals and Entertainment	2,847.18
Moving Expenses	3,141.81

VISIT KITSAP PENINSULA - PROFIT LOSS

January 1 - September 21, 2017
Jan 1 - Sep 21, 17

Office/Supplies	
Office Supplies	2,008.60
Software	701.48
water	112.87
Office/Supplies - Other	160.76
Total Office/Supplies	2,983.71
Payroll Expenses	
Admin Staff	1,620.97
direct deposit fee	32.41
Exec Dir	65,979.11
Federal Unemployment	51.73
Health Coverage Allowance	250.00
L&I	318.90
Medicare	1,049.07
Social Security	4,485.70
WA Unemployment	60.61
Payroll Expenses - Other	4,500.00
Total Payroll Expenses	78,348.50
Postage and Delivery	654.00
Professional Fees	
Accounting	3,660.00
Photography	250.00
Web Site Development	0.00
Total Professional Fees	3,910.00
Reconciliation Discrepancies	-0.03
Rent	6,200.00
Repairs and Maintenance	7,092.40
Telephone	
Local/LD/Fax/800	205.44
Mobile	1,557.01
Telephone - Other	1,354.57
Total Telephone	3,117.02
Travel	
Ferry	111.35
Lodging	625.02
Meals	146.42
Mileage reimbursement	2,706.65
parking	38.00
tolls	87.45
Transportation	20.00
Total Travel	3,734.89
Utilities	82.00
void check	0.00
Total Expense	271,296.14
Net Ordinary Income	25,895.89
Net Income	25,895.89



September 14, 2017

Members of Bainbridge Island's 2018 Lodging Tax Advisory Committee:

I am pleased to offer the support of the Bainbridge Island Lodging Association for the funding request submitted by Visit Kitsap Peninsula (VKP).

In 2017, the Lodging Association was able to use a part of our own lodging tax award to subcontract with VKP — a regional tourism organization. The Visit Kitsap Peninsula organization provides top notch tourism services for Kitsap County. The support they have provided to the Lodging Association has been critical to implementing our work plan and includes social media marketing expertise, advertising through their print media contracts, and providing a wealth of collateral (maps, brochures, rack cards). Most valuable they have offered all Island lodging owners the opportunity to secure a free listing at their www.VisitKitsap.com website. As a partner with the Seattle Port of Seattle they have access to additional resources and the opportunity to promote Kitsap County tourist attractions to Port clients from around the world.

VKP has welcomed our tourism partnership by including BILA in Port of Seattle events, introducing us to travel writers, and appointing our representative, Kelly Shannon Gurza, to their Board of Directors. We have greatly appreciated the opportunity to work with VKP and hope to continue in 2018.

It has been five years since VisitKitsap secured any direct funding from the City of Bainbridge Island. However, that has not stopped them from including our Island and local attractions in their numerous marketing efforts. We think 2018 is a good year to fund this organization's small request.

Sincerely,

Bonnie McBryan
Acting President, BILA
Owner, The Eagle Harbor Inn

September 14, 2017

LTAC Committee

Please add our vote of support for Visit Kitsap Peninsula in helping promote tourism on Bainbridge Island. This organization has partnered with the Winery Alliance of Bainbridge Island in past years to help support our Wine on the Rock events. They have spent their marketing dollars to boost posts about our events on their Facebook page and have emailed newsletters to their subscribers including a link to our ticket sales.

Visit Kitsap Peninsula has a strong social media following, a robust website and a solid email list which they use to help promote events on Bainbridge Island and beyond. Many of the attendees for our wine weekend events have purchased tickets as a result of Visit Kitsap Peninsula marketing efforts.

Tourists planning a weekend to Bainbridge Island and Kitsap Peninsula use Visit Kitsap Peninsula as a resource for planning their trip and look to see what's happening on the island before they travel.

We look forward to a continued partnership with this organization and growing our reach together with the use of LTAC funds.

Thank you!





Visit Kitsap Peninsula

the Natural Side of Puget Sound

THINGS
TO DOPLACES
TO STAYEAT
& DRINKPLACES
TO GOPLAN
YOUR VISITPLAN
AN EVENT

cities & communities

► Places to Go - Home

► Stops Along the Way

[Home](#) » [Places To Go](#) » [Cities, Communities & Mini-Stops](#) » [Bainbridge Island](#)

Bainbridge Island

As you approach Bainbridge Island by ferry or bridge, glimpse the quiet harbors and homes along the rocky shoreline and the densely forested hills. This vibrant, diverse community — rich in history, culture and natural beauty — is ready for you to explore. Located 35 minutes by ferry from Seattle, the island enjoys a wonderful combination of farms, wineries, hiking trails, scenic vistas and local arts.

Community Links

- [Bainbridge Arts & Crafts](#)
- [Kitsap Regional Library](#)
- [Bainbridge Island Historical Museum](#)
- [Bainbridge Island Museum of Art](#)
- [Classic Cycle Bike Museum](#)
- [Cycle Route Map](#)
- [Friends of the Farm](#)
- [WA State Ferry - Seattle to Bainbridge](#)
- [Google Map of Bainbridge Island](#)
- [Kitsap Transit Bainbridge Island Map](#)
- [Other Transportation](#)

Bainbridge Island Museum of Art



This museum features artists ranging from emerging and lesser known to recognized masters. The exhibitions rotate on a regular basis, typically with the seasons.



Bainbridge Island Japanese American Exclusion Memorial

Nidoto Nai Yoni, translated as "Let It Not Happen Again," is the motto and mission of the Bainbridge Island Japanese American Exclusion Memorial. The memorial is located on the site of the former Eagledale ferry dock.

Bainbridge Island Japanese ...



Inquiries & Comments



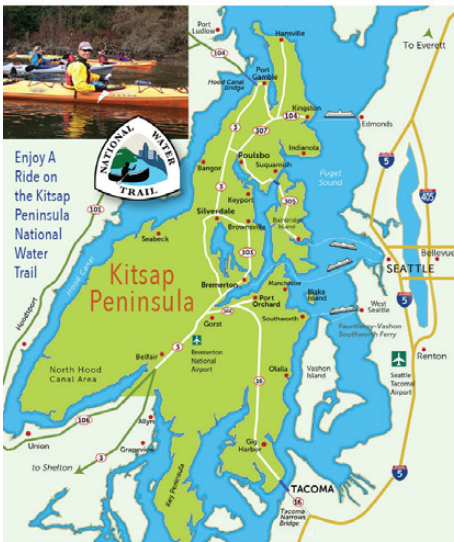
winery alliance of
bainbridge island



Visit Kitsap Peninsula

the Natural Side of Puget Sound

enjoy a little breathing space...



Fall on the Kitsap Peninsula is a beautiful time to take a break from the intense urban scene and enjoy a little more breathing space. A short scenic 30-minute ferry ride or drive across the Tacoma Narrows transports you to an easy, casual weekend getaway. Visit us online to plan your big city escape.



Use Your Unused Vacation Days!

Best Western Plus - Bainbridge Island
206-855-9666 | bestwesternbainbridge.com

Best Western Plus Silverdale Beach Hotel
360-698-1000 | silverdalebeachhotel.com

Best Western Plus Wesley Inn - Gig Harbor
888-462-0002 | wesleyinn.com

Clearwater Casino Resort - Suquamish
360-598.8700 | clearwatercasino.com

Comfort Inn on the Bay - Port Orchard
360-895-2666 | tinyurl.com/h8ovrzv

Hampton Inn & Suites - Hilton - Bremerton
360-405-0200 | bremertonsuites.hamptoninn.com

Oxford Suites - Silverdale Waterfront
888-698-7848 | oxfordsuitessilverdale.com

Poulsbo Inn & Suites - Little Norway
800-597-5151 | poulsboinn.com

The Point Casino & Hotel - Kingston
866-547-6468 | the-point-casino.com

Airbnbs - airbnb.com. Just type in the name of city or town to find a place to stay on the Kitsap Peninsula.



VisitKitsap.com

eat, drink, sleep, play, shop, rest & relax

Seattle Magazine

Visit Kitsap Peninsula

the Natural Side of Puget Sound™



Bainbridge in Bloom - June 3-4

Burley June Bug Flea Market - June 3

Gig Harbor Maritime Fest - June 3-4

Kingston Wine & Brew Walk - June 3

Port Orchard Fathoms Parade - June 24

Kitsap Peninsula Water Trail Festival Silverdale - June 24-24

Olalla Community Concert - June 24

Hop aboard a beautiful WA state ferry or cross the Tacoma Narrows Bridge for a scenic ride to the Kitsap Peninsula! Visit us online to find info about lodging options, attractions, eating, drinking and lot of things to do.



Arrive by Ferry, Bridge, Boat, Bike or Vehicle



Visit Kitsap.com

Real NW Magazine

To Olympic Peninsula, Port Townsend, Whidbey Island ferry, Sequim, Port Angeles & Victoria BC ferry.



The Kitsap Peninsula has more than 371 miles of shoreline with public accessible beaches, parks and trails and wildlife habitat..all just minutes from Seattle. The Kitsap Peninsula National Water Trails is part of the National Water Trails System, the only one in WA state.



The Kitsap Peninsula offers an easy and centralized location to enjoy your visit to the Olympic National Park, Hoh Rain Forest and whale watching.



WELCOME UK TRAVEL PARTNERS

before, during or after visiting Seattle, include a journey to...



Visit Kitsap Peninsula *the Natural Side of Puget Sound*



The Kitsap Peninsula is served by four WA State Ferries including a short scenic ride via the Seattle-Bainbridge Island/Bremerton ferry or across the Tacoma Narrows Bridge conveniently located near the Port of Seattle-Tacoma International Airport.



Enjoy the wonders of Seattle and local attractions and include a leisurely excursion for the day, or night, to the beautiful, relaxing Kitsap Peninsula.



- Offering charming, walkable waterfront towns lined with unique shops, restaurants, historic and cultural attractions and museums.
- Scenic views of the majestic Olympic Mountains, surrounded by sunlit bays, inlets and harbors with wildlife, sandy, driftwood beaches and parks.
- Choose from romantic suites with waterfront views and fireplaces to affordable family and pet friendly hotels, inns and B&Bs nestled in the woods.
- Dining choices from casual and fine dining, family friendly, to culinary and international options, many with waterfront views and outdoor decks.
- Family friendly and affordable outdoor recreation and eco-tourism and agri-tourism activities with open space, beaches and trails to run and play.
- Award-winning golf courses and club houses.
- Award-winning micro-brews and wineries.
- Year round entertainment, cultural, art and community events for all ages.



Find more information at VisitKitsap.com - P. Graf-Hoke +1-360-908-0088



Photo: Erinn J. Hale



Olympic National Park

Kitsap Peninsula National Water Trails



371 Miles of Year-Round Recreation

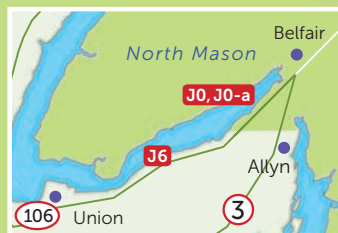


MAP AREA IDENTIFIER

Letter = Segment

- A = Port Gamble to Foulweather Bluff
- B = Bainbridge Island (see reverse side)
- C = Foulweather Bluff to Kingston
- D = Kingston to Keyport
- E = Keyport to Poulsbo
- F = Brownsville to Bremerton
- G = Dyes Inlet
- H = Sinclair Inlet
- I = Manchester area
- J = Belfair to Dewatto
- K = Dewatto to Seabeck
- L = Seabeck to Hood Canal Bridge

note: RR = restroom, pkg=parking
 Number Identifier :Number = miles from beginning of segment ie., C3 - Norwegian Park | Section C (Foulweather Bluff) 3 miles from Foulweather Bluff (start of segment)



Kitsap Peninsula Launches & Amenities

A0	Salsbury Point County Park	Boat Launch, Parking, RR
A1	Port Gamble Mill Site	Kayak Launch, Rentals, Parking, Town, Store
A3	Hood Canal Dr	Shore Access
A4	Hood Canal Place Rd End	Shore Access
A7	Twin Spits Rd End	Kayak Launch, Parking
C3	Norwegian Point Park	Kayak Launch, Parking
C4	Point No Point Lighthouse	Kayak Launch, Parking, RR
C7	Pilot Point	Kayak Launch, Parking
C8	Port of Eglon* (no link)	Boat Launch, Parking, RR
C10	Ludlow Dr Rd End	Shore Access
C13	North Beach	Kayak Launch, Parking
C14	Port of Kingston* Marina 360.297.3545	Launch, Parking, Kayak Racks, Overnight Moorage/Services,
C14-a	Arness Park	Kayak Launch
D2	South Villa Dr	Shore Access
D6	Port of Indianola*	Boat Launch, Parking, Store
D7	Indianola Waterfront Preserve	Shore Access
D8	Suquamish Tribal Dock	Boat Launch, Parking, Town
D9	Old Man House Park	Kayak Launch, Parking, RR
E1-a	Skookum Rd End	Shore Access
E1-b	Ona Rd End	Shore Access
E1-c	Port of Keyport* Marina 360.394.4422	Boat Launch, Parking, Town Overnight Moorage/Services
E3-a	Oyster Plant Park	Kayak Launch, Parking
E3-b	Poulsbo Lions Park	Shore Access
E4-a	Olympic Outdoor Center Dock	Kayak Launch, Rentals
E4-b	Port of Poulsbo* Marina 360.779.3505	Boat Launch, Parking, Town Overnight Moorage/Services
E4-c	American Legion Park	Kayak Launch, Parking
E4-d	Liberty Rd End	Kayak Launch, Parking
E8	Keyport Saltwater Park	Kayak Launch, Parking
F1	Port of Brownsville* Marina 360.692.5498	Launch, Parking, Store, Camping Overnight Moorage/Services
F3	Illahee State Park	Kayak Launch, Parking, Camping
F3-a	Port of Illahee	Boat Launch, Parking, Store
G1	Evergreen Park	Boat Launch, Parking
G2	Lions Park	Kayak Launch, Parking
G4	Port of Tracyton*	Launch, Parking, RR, Store
G6	J.A. & Anna Smith Park	Shore Access Only, RR
G7	Port of Silverdale* Docks 360.698.4819	Boat Launch, Parking, Town Overnight Moorage/Services
G10	Chico Boat Launch	Boat Launch, Parking
H0	Port of Bremerton* Marina 360.373.1035	Boat Launch, Parking, Town Overnight Moorage/Services
H7-a	Port Orchard Marina 360.876.5535	Dock, Parking, Town Overnight Moorage/Services
H7-b	Water Street Boat Launch	Boat Launch, Parking, Town
H8	Retsil Boat Launch	Boat Launch, Parking
I1	Manchester State Park	Kayak Launch, Parking, Camping
I2	Port of Manchester*	Parking Kayak Launch,

I3	Yukon Harbor Harper Boat	Kayak Launch, Parking
I4	Blake Island State Park	Camping
J0	Belfair State Park	Boat Launch, Pkg, Store, Camp
J0-a	Port of Allyn* Dock 360.275.2430	Boat Launch, Parking, Store Overnight Moorage
J6	Twanoh State Park	Boat Launch, Pkg, Store, Camp
K19	Misery Point Boat Launch	Boat Launch, Parking
L0	Seabeck Marina	Boat Launch, Parking, Store
L16	Kitsap Memorial Park	Parking, Restroom, Camping

Paddle Bainbridge Island Launches

B0	Agate Pass Bridge East Side	Kayak Launch, Parking
B1	Sanwick Street Rd End	Kayak Launch, Parking
B2	North Street Rd End	Shore Access
B3	West Pt Madison Nature Preserve	Kayak Launch, Parking
B4-c	Hidden Cove Park	Parking, Restrooms
B4-d	T'chookwop Park	Shore Access
B4-e	NE Lafayette Ave Rd End	Kayak Launch, Parking
B5	Fay Bainbridge Park	Parking, Restrms, Showers, Camping
B9	Manitou Park Blvd	Kayak Launch, Parking
B10	Yaquina Place Rd End	Kayak Launch, Parking
B12-b	Hawley Cove Park	Shore Access
B12-c	Waterfront Park	Parking, Restrooms, Dock, Town, Lodging
B12-d	Strawberry Park	Kayak Launch, Parking
B12-e	Japanese Memorial Park	Parking, Restroom
B12-f	Pritchard Park	Parking, Restroom
B15	Rockaway Beach Park	Kayak Launch, Parking
B16	Blakely Harbor Park	Kayak Launch, Parking, RR
B20-a	Fort Ward Park	Shore Access
B20	Fort Ward Park	Parking, RR, Launch, Camping
B21-b	Wharf Street Rd End	Kayak Launch, Parking
B23	Schell Chelb Estuary	Shore Access
B25	Point White Dock	Kayak Launch, Parking, RR
B26	Westwood Rd End	Shore Access
B27	Gazzam Lake Park	Shore Access
B28	Fletcher Landing	Shore Access
B29	Battle Point	Shore Access
B30	Fairy Dell Park	Shore Access
B31	Dock Street Rd End	Kayak Launch, Parking
B33	Hidden Cove Rd End	Kayak Launch, Parking
B34	Seabold Rd End	Parking

For water trail & boating events services, gear rentals, amenities, lodging, dining and things to do 24/7.

kitsapeninsulawatertrails.com



Note: This is the original map and does not include all of the excellent new water trail locations that will be identified by members of the Kitsap Water Trails Alliance made up of representatives from local municipalities, tribes, user groups and businesses in Kitsap, Pierce and Mason Counties. A new map in in progress.

Map produced by Visit Kitsap Peninsula/KC/KP National Water Trails Alliance.

Visit Kitsap Peninsula added 3 new photos — in Bainbridge Island, Washington.
Published by Terri Gleich [?] · August 11 ·

The Bainbridge Island Summer Studio Tour starts today and continues through Sunday, Aug. 13, with 43 juried artists displaying their work in four local studios. The free self-guided tour allows you to explore the rural island setting at your own pace and seek out art in a variety of media, including pottery, paintings, jewelry and textiles. Download a map at bistudiotour.com/index.php. For lodging info and more to do on the Natural Side of Puget Sound, go to VisitKitsap.com or destinationbainbridge.com/.



Get More Likes, Comments and Shares
Boost this post for \$44 to reach up to 21,000 people.

619 people reached

Boost Post

Visit Kitsap Peninsula in Bainbridge Island, Washington.
Published by Terri Gleich [?] · November 8 at 9:00am ·

Enjoy wine, charcuterie and a behind-the-scenes look at wine-making Nov. 12-13 at Bainbridge Island's Wine on the Rock. This is your chance to meet the winemakers, ask questions and see the fermentation process up close, all in a beautiful and relaxing setting. Make a weekend of it with lodging options and more at visitkitsap.com.



Special Event Weekends

Join us for our next Wine on the Rock, November 12 & 13. Wine on the Rock: Bainbridge Island harvest wine weekend is Nov 12 & 13! Join all seven Bainbridge Island wineries for wine and char...

BAINBRIDGEWINERIES.COM

6,714 people reached

View Results

Like Comment Share

Donald Bartlett, Sara Gilmore and 140 others

Chronological

Visit Kitsap Peninsula in Bainbridge Island, Washington.
Published by Terri Gleich [?] · July 15 ·

Make plans now to attend Wine on the Rock July 23-24 – two days of wine, music and food at Bainbridge Island's seven wineries.



Wine on the Rock: Bainbridge Island Summer Winery Event

You won't want to miss this fun summer event on beautiful Bainbridge Island! Two days of wine, music and food at each of the seven Bainbridge Island wineries....

EVENTBRITE.COM

19,451 people reached

View Results

Like Comment Share

Marlin Lee Vortman, Josefa Lago and 318 others

Chronological

Visit Kitsap Peninsula added 3 new photos — in Bainbridge Island, Washington.
Published by Terri Gleich [?] · September 7 at 9:12am ·

Downtown Bainbridge Island will be awash with color 9-5 Sat., Sept. 9, during the 5th Annual Bainbridge Quilt Festival. More than 130 of the textile works of art will hang along Winslow Way in an eye-popping display of pattern, color and technique. It's a great reason to head to the Kitsap Peninsula region. Find out more at VisitKitsap.com and DestinationBainbridge.com - Bainbridge Island Lodging Association.



1,155 people reached

Boost Post



Kitsap Peninsula



Guide To Farmer's Markets



Bainbridge Island 1
280 Madison Avenue N 98110
April 1 - Dec. 16, Saturdays 9am - 1pm
www.bainbridgefarmersmarket.org

Belfair Saturday Market 2
NE Roy Road Rd. & NE Clifton Lane
May 2 - September 26, 10am - 2pm
belfairfarmersmarket.org

Bremerton 3
1400 Park Avenue 98337
May 4 - October 12, Thursdays, 4 - 7pm
bremertonmarket.wordpress.com

Central Kitsap Farmers Market 4
Old Town Silverdale
3403 NW Byron St, Silverdale 98383
May 2 - October 10, Tuesday 3 - 7pm
kitsapag.org/ckfarmersmarket

Gig Harbor 5
5503 Wollochet Drive NW 98335
April - December, Saturdays, 9am - 2pm
gigharborfarmersmarket.com

Gig Harbor Waterfront Farmer's Market 6
3207 Harborview Drive 98335
June 1 - August 31, Thursdays, 3 - 7pm
gigharborwaterfront.org

Kingston 7
Kingston Marina Park
25931 Central Avenue South 98346
May - October, Saturdays, 9:30am - 2:30pm
kingstonfarmersmarket.com



Port Orchard 8
933 Bay St, Port Orchard 98366
April - mid October, Saturdays, 9am - 2pm
pofarmersmarket.com

Poulsbo 9
New location: 18901 8th Avenue NE 98370
(Gateway Fellowship Church)
April 1 - December 16, Saturdays, 9am - 2pm
poulsbofarmersmarket.org

Silverdale 10
9551 Ridgetop Blvd NW, 98383
April 26 - September 27, Wednesdays,
10am - 4pm
facebook.com/Silverdale-Farmers-Market

Suquamish 11
18481 Suquamish Way 98370
(across the street Tribal offices & gas station)
May 3 - September 27, Wednesdays, 3 - 7pm
www.suquamishfarmersmarket.org

Go to VisitKitsap.com/agritourism for Google map to farmers markets & farm stands.

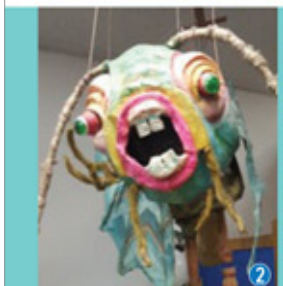


Locations of dots
are approximate.
Please use
address shown
for GPS
directions.

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VISIT KITSAP PENINSULA

Kitsap loves Kids



Ahoy Kitsap Playland 1
5934 St Hwy 303 NE, Bremerton 98311
ahoykitsap.com

Aurora Valentinetti Puppet Museum & Children's Theatre 2
280 4th St, Bremerton 98337
ectandpuppets.org

Bremerton Ice Center 3
1950 Homer Dr, Bremerton 98310
bremertonicecenter.com

Bug Museum 4
1118 Charleston Beach Rd W, Bremerton 98312
bugmuseum.com

Kids Discovery Museum 5
301 Ravine Lane, Bainbridge Is. 98110
kidimu.org

Puget Sound Navy Museum 6
251 First St, Bremerton 98337
pugetsoundnavy museum.org

SEA Discovery Center 7
18743 Front St NE, Poulsbo 98370
wp.www.edu/seacenter

U.S. Naval Undersea Museum 8
1 Garnett Way, Keyport 98345
navalunderseamuseum.org



USS Turner Joy 9
300 WA Beach Ave, Bremerton 98337
ussturnerjoy.org

Quarters Arcade 10
606 4th St, Bremerton, 98337
quartersarcade.net

PARKS & PLAYGROUNDS

Clear Creek Trail 11
9641 Levin Road, Silverdale, 98383
clearcreektrail.org/map.htm

Evergreen Rotary Waterfront Park 12
Special ADA Accessible Playground
1500 Park Ave, Bremerton 98337
bremertonwa.gov/Facilities/

Gig Harbor Skate Park 13
3510 Grandview St, Gig Harbor 98335
cityofgigharbor.net/skate-park/

J.A. Anna F. Smith Children's Waterfront 14
Park - Silverdale area
7601 Tracyton Blvd., Bremerton 98311
kitsapgov.com/parks/Parks/

Kitsap Steamers/South Kitsap Park 15
3101 SE Marbeth Lane, Port Orchard 98366
kitsaplivesteamers.org

Lions Waterfront Park & Playground 16
18120-18270 Fjord Dr NE Poulsbo 98370
cityofpoulsbo.com/city-parks-trails

Port Orchard Marina Park 17
1001 Bay St, Port Orchard 98366
portofbremerton.org

Silverdale Waterfront Park & Playground 18
3337 NW Byron St, Silverdale 98383
kitsapgov.com/parks

South Kitsap Regional Skate Park 19
Jackson Ave SE & Lund Ave, Port Orchard 98366
kitsapgov.com/parks

Find more Kitsap Loves Kids events, dining and lodging options at VisitKitsap.com



Location of dots are approximate. Please use address shown for GPS directions or go to VisitKitsap.com for more information





Kitsap Peninsula Museum Guide



- Aurora Valentini Puppet Museum 1**
280 4th St., Bremerton 98337
360.479.6226 | ectandpuppets.org
- Bainbridge Island Museum of Art 2**
550 Winslow Way East, Bainbridge Is. 98110
855.613.1342 | biartmuseum.org
- Bainbridge Island Historical Museum 3**
215 Ericksen Ave NE, Bainbridge Is. 98110
206.842.2773 | bainbridgehistory.org
- Bug Museum 4**
1118 Charleston Beach Rd W, Bremerton 98312
800.870.4284 | bugmuseum.com
- Elandan Gardens & Bonsai Museum 5**
3050 State Highway 16 W, Bremerton 98312
360.373.8260 | elandangardens.com
- Harbor History Museum 6**
4121 Harborview Drive, Gig Harbor 98332
253.858.6722 | harborhistorymuseum.org
- Japanese American Exclusion Memorial 7**
4192 Eagle Harbor Drive, Bainbridge Is. 98110
bijaema.org
- Kids Discovery Museum (KiDiMu) 8**
301 Ravine Lane, Bainbridge Is. 98110
206.855.4650 | kidimu.org
- Kitsap Historical Museum 9**
280 4th Street, Bremerton 98337
360.479.6226 | facebook.com/KitsapHistory
- Naval Undersea Museum 10**
1 Garnett Way, Keyport 98345
360.396.4148 | navalunderseamuseum.org
- Of Sea & Shore Museum 11**
32400 Rainier Ave. NE, Port Gamble 98364
360.297.2426 | portgamble.wixsite.com/of-sea-and-shore

- Port Gamble Museum 12**
4839 NE View Dr, Port Gamble 98364
360.297.8074 | portgamble.com/museum
- Poulsbo Heritage Museum 13**
200 Moe Street NE, Poulsbo 98370
(in Poulsbo City Hall)
360.440.7354 | poulsbohistory.com
- Poulsbo Maritime Museum 14**
19010 Front Street NE, Poulsbo 98370
360.994.4943 | poulsbohistory.com
poulsbo-maritime-museum
- Poulsbo Martinson Cabin / Nelson Park 15**
317 NW Lindvig Way, Poulsbo 98370
360.440.7354 | poulsbohistory.com
martinson-cabin
- Puget Sound Navy Museum 16**
251 First Street, Bremerton 98337
360.479.7447 | pugetsoundnavymuseum.org
- Sidney Gallery and Museum 17**
202 Sidney Avenue, Port Orchard 98366-5254
360.876.3693 | www.sidneymuseumandarts.com
- Suquamish Museum 18**
6861 NE South Street, Suquamish 98392
360.394.8499 | suquamishmuseum.org
- USS Turner Joy 19**
300 Washington Beach Ave, Bremerton 98337
360.792.2457 | ussturnerjoy.org



VisitKitsap.com/museums



Locations of dots are approximate. Please use address shown for GPS directions.



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Kitsap Peninsula Nursery & *Garden Guide*



Heronswood



Bloedel Reserve



Elandan Gardens & Bonsai Museum

Elandan Gardens & Bonsai Museum ①
3050 St. Hwy 16 W., Bremerton, 98312
360.373.8260 - elandangardens.com

Bloedel Reserve ②
7571 NE Dolphin Dr., Bainbridge Is., 98110
206.842.7631 - bloedelreserve.org

Heronswood ③
7530 NE 288th St., Kingston, 98346
360.297.4172 - heronswoodgarden.org

Bainbridge Gardens ④
9415 Miller Rd NE, Bainbridge Is. 98110
206.842.5888 - bainbridgegardens.com

Bay Hay & Feed Nursery ⑤
10355 NE Valley Rd., Bainbridge Is. 98110
206.842.2813 - bayhayandfeed.com

Bremerton City Nursery ⑥
912 Adele Ave., Bremerton, 98312
360.373.8765 - bremertoncitynursery.com

Cooleen Gardens & Nursery ⑦
2232 NE Sylvan Way, Bremerton, 98310
360.377.3209 - cooleengardens.com

Olmsted's Nursery-Produce ⑧
18851 State Hwy 305 NE, Poulsbo 98370
360.598.1802 - olmstedsnursery.com

Purple Scent Lavender Farm ⑨
5400 Chico Way NW, Bremerton, 98312
360.308.9867 - purplescentlavender.com

Roadhouse Nursery ⑩
12511 Central Valley Rd. NW, Poulsbo, 98370
360.779.9589 - roadhousenursery.com

Rogers Country Nursery & Gardens ⑪
2075 Seabeck Hwy, Bremerton, 98312
360.478.0288 - kitsapcountrynursery.com

Rosedale's Gardens ⑫
7311 Rosedale St. NW, Gig Harbor, 98335
253.851.7333 - rosedalegardens.com

Savage Plants & Landscape ⑬
6810 NE State Hwy., 104 Kingston, 98346
360.297.8711 - savageplants.com

The Brothers Greenhouses ⑭
3200 SW Victory Dr., Port Orchard, 98367
360.674.2558 - brothersgreenhouses.com

Valley Nursery ⑮
20882 Bond Rd. NE, Poulsbo, WA, 98370
360.779.3806 - valleynurseryinc.com

Woodbrook Native Plant Nursery ⑯
5919 78th Ave NW, Gig Harbor - 253.857.6808
woodbrooknativeplantnursery.com

VisitKitsap.com/gardens



Blue • = tours offered
Locations of dots are approximate. Please use address shown for GPS directions.



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BENEFITS

PSBJ ARTICLE SUPPORTS KP TOURISM MARKETING STRATEGY

Lack of vacations hurts economy

SEATTLE WORKERS' 8.5 MILLION UNUSED DAYS EQUALS A \$1.6 BILLION HIT TO ECONOMY

BY JULIA MARTINEZ
jmartinez@bizjournals.com
206-876-5415

The Seattle-area economy misses out on as much as \$1.6 billion because workers don't take enough vacation time, according to a recent study.

Seattle left 8.5 million vacation days unused, following a national trend that shows a majority of U.S. workers leave half of their vacation time on the table.

According to a study released by the U.S. Travel Association's Project Time Off, 54 percent of U.S. workers left some of their vacation time on the table in 2016. The average number of paid days taken was around 16.8, up slightly from a low of 16 days in 2014 (the data goes back to 1978). Those vacation days carry a substantial amount of economic potential. With 662

million unused vacation days, the economy loses out on \$128 billion worth of direct spending, an economic impact of \$236 billion.

Washington state ranked 29th in the country with 53 percent of workers leaving vacation time unused, equal to \$2.2 billion in direct spending. Seattle ranked 15th out of 30 major cities.

The study was conducted with an online survey filled out by more than 7,000 workers older than 18 who worked more than 35 hours a week and received paid time off.

The study highlighted that employees are afraid of taking days off and falling behind in their work, with 43 percent saying they don't take vacation for that reason. Another 34 percent said there was no one else who could do their jobs, and 33 percent said the more seniority they had, the harder it is to take time off.

That could be the reason why two out of three U.S. workers take out their laptops and phones to work while on vacation, according to a separate study conducted by Glassdoor earlier this year. That study found that workers left 54 percent of their vacation time unused.

Some reasoning behind not taking time off is moving up the corporate ladder. Around 26 percent of employees think they could lose the potential for a promotion or a raise, but the U.S. Travel Association's research shows that's not the case. Workers who forfeit their vacation are less likely to be promoted or receive a raise or even a bonus.

DiscoverOrg CEO John Gardiner said his company's senior leaders make sure to show employees how they value their hard work. The company, which is one of this year's Best Workplaces, offers additional days off, bonus opportunities, paid parental leave and sick leave.

Think your boss will think less of you if you take that vacation? Since 2014, according to the Project Time Off study, nearly two-thirds of employees said their company either says nothing, discourages using time off, or sends mixed messages about vacation time.

This works against productivity in the workplace, since time off can help employees perform better, have a more positive attitude, improve their mental and physical health, and help them create better relationships and social life.

Compendium CEO Kobi Yamada said his company, also a Best Workplaces winner, has instituted "Live Inspired Days."

"They are 'just because' personal days that don't count toward an employee's PTO," Yamada said. "Team members are encouraged to go do something that inspires them instead of coming to work. Things like visiting family, volunteering, binge watching a great TV show, going for a hike, taking a class or doing nothing."

Several months ago, Visit Kitsap Peninsula media campaign to specifically target employees in Puget Sound and invite them to use their unused vacation days visiting the Kitsap Peninsula. The advertisement shown below ran in the July issue of the popular Seattle Magazine.

Visit Kitsap Peninsula
the Natural Side of Puget Sound™

have unused vacation days?

...sandy beaches, places to play...all just a short, scenic ferry ride or bridge away. Take a break from the urban scene and taxi, drive or ride to the beautiful Kitsap Peninsula. You'll find family, pet and bike friendly lodging, great eats and drinks, lots of things to do and places to just chill. Visit our website for escape plans.

Local Businesses:

- Comfort Inn on the Bay - Port Orchard 360.895.2666 | tinyurl.com/mu4zfd
- Guest House International - Poulsbo 360.677.4400 | guesthouseintl.com
- Poulsbo Inn & Suites - Little Norway 800.597.5151 | poulsboinn.com
- Squamish Clearwater Casino Resort 360.598.8700 | clearwatercasino.com
- Oxford Suites - Silverdale Waterfront 888.698.7848 | oxfordsuitesilverdale.com
- Silverdale Beach Hotel - Best Western Plus 360.698.1000 | silverdalebeachhotel.com
- The Point Casino & Hotel - Kingston 866.547.6468 | the-point-casino.com
- Hampton Inn & Suites - Milton - Bremerton 360.405.0200 | hiltonhotels.com

VisitKitsap.com

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ARTS AND EVENTS WRITER
Florence Davis, D. Scully

CONTRIBUTING WRITERS
Anthea Ali, Danielle Carlson, Jim Demetree, Roddy Scheer, Allison Scheff, Jessa Thomson, Naomi Turley

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AD TRAFFIC & PRODUCTION ASSISTANT
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REVENUE REPORT from WASHINGTON STATE DEPARTMENT OF STATISTICS ACCOMMODATIONS – 721 FOR YEARS 2012-2017 – Prepared by VKP August 2017

YEAR	AREA	TITLE - NAICS CODE: 721	UNITS (lodging businesses)	TAXABLE RETAIL SALES
2012	Kitsap (cities/county)	Accommodations - 721	93	\$26,473,156
2013	Kitsap (cities/county)	Accommodations - 721	93	\$24,705,401
2014	Kitsap (cities/county)	Accommodations - 721	93	\$28,393,595
2015	Kitsap (cities/county)	Accommodations - 721	116	\$33,337,582
2016	Kitsap (cities/county)	Accommodations - 721	116	\$35,132,942

*Data Source: Washington State Dept. of Revenue Statistic - Quarterly Business Review Tables 3 and 4:
Taxable Retail Sales for Counties or Cities* By North American Industrial Classification System (NAICS) *Taxable Retail
Sales Based upon Local County/City Sales Tax Collections Kitsap County (includes unincorporated Kitsap and cities.*

Lodging revenues in Kitsap County unincorporated areas and the cities has increased by \$8,659,786 million or nearly 36% in just four years. Based on revenues reports for January – June, 2017 is projected to be another excellent year for hoteliers that are seeing more and more leisure travelers willing to pay rack rate or higher for lodging. Hoteliers report that next month the GSA plans in increase the per-diem rate for Bremerton/Silverdale conus from \$91 to \$94 which is good economic news for all hoteliers.

Please note that the statistics do not reflect the retail sales generated by the 300 rooms available at the Clearwater Casino Resort or The Point Casino & Hotel. But the casinos are including in the data from the Smith Travel Reports that indicate there are approximately 2,000 hotel/lodging rooms available in Kitsap County.

While we don't have an exact county, the Kitsap Peninsula region offers visitors a significant and growing number of options to traditional hotel lodging including B&Bs, AirBnBs and now VRBOs which has started collecting lodging taxes on behalf of its members which VRBO forwards to the state, which is then forwarded to local cities and counties. The VKP now mentions Airbnbs in its advertising and plan to add VRBOs in the future materials.

ESTIMATED ROOM SALES & UNTAPPED SALES POTENTIAL

Estimated Hotel/Lodging Rooms 2,000 rooms available in Kitsap for a potential of 730,000 overnight stays a year. Per industry data, larger hotels average between 50-70% occupancy year-round which equals about 438,000 overnight stays per year.

The VKP estimates its long-term marketing strategies is conservatively responsible for generating 5-10% (of the 60%) of all overnight stays which equals 43,800 to 21,900 room nights and between \$4,380,000 - \$2,100,000 in gross lodging sales.

VKP's goal for 2018-2019 is to reduce the 30 to 50% of un-used rooms and fill them up with leisure travelers.

History of Lodging Tax Revenue KC Unincorporated Only

2016	\$ 502,837
2015	\$ 425,905
2014	\$ 337,327
2013	\$ 297,364
2012	\$ 303,248

Per data from the WA State Dept. of Revenue, Lodging Tax Distribution to Unincorporated Kitsap County has increased by approximately \$226,725 or 24% since 2012.